



Why PT for IP?

CAUSE IT'S GOOD FOR BUSINESS







1443

HISTORY

- ✦ Entered Leadership Programs in 1996 with Region 1 StarTrack Program in Jay, Maine.
- ✦ Two XL Projects Followed in '98 & '99

PTRACK PROGRAM TODAY

- ★ Seven of 25 major facilities accepted.
- ★ Four applications submitted for fall '02.
- ★ Facilities are “encouraged” to apply.
- ★ Gateway to innovation.

WHAT'S IN IT FOR ME?

★ Manufacturing Site

1. Corporate recognition of performance
2. Gain sharing gate
3. Credibility
4. Marketing
5. Jay mill story in retrospect-money on the table

WHAT'S IN IT FOR ME?

☀ Corporation

1. Environmental Performance
2. Marketing
3. Cost Reduction
4. Access to Innovation Programs
5. Opportunities for collaboration.



WHAT'S IN THE FUTURE?

1. Evolution
2. Revolution
3. Pollution Elimination Through Process.

GATEWAY TO INNOVATION

- ✱ Innovation Proposals
- ✱ Pathway to Environmental Improvements
- ✱ Exceed the Regulatory Requirements
- ✱ Superior Environmental Performance
- ✱ Lower Cost Alternatives